

2010 SBA AWARDS PROGRAM
SMALL BUSINESS PERSON OF THE YEAR
2010 CANDIDATE'S FORM, CRITERIA & CHECKLIST



All information on this form must be provided and the requested attachments submitted.
Failure to furnish the requested information may disqualify the candidate.

Candidate's Full Name(s): _____

Title(s): _____

Name of Business: _____

Business Address: _____

City/Zip: _____

Home Address: _____

City/Zip: _____

Email: _____ Phone: (Bus) _____

(FAX) _____ (Home) _____

Type of SBA assistance received: _____
(e.g., loan, government contracting, SCORE, SBDC, WBC etc.)

Give a one-paragraph description of the candidate's business or profession/occupation.

Spring 2010, the State of Oregon Small Business Person of the Year will be honored in Oregon. The state winner also competes for the National Small Business Person of the Year along with 52 other winners from 50 states, the District of Columbia, Puerto Rico/Virgin Island and Guam.

The state winner will be invited to attend National Small Business Week activities in Washington D.C. in May 2010.

SUBMISSION DEADLINE: FRIDAY, November 13th, 2009.

Submit complete packages to: SBA Portland District Office, 601 SW Second Avenue, Suite 950, Portland, OR 97204
ATTN: Sylvia/SBW 2010

For more information contact: Sylvia Gercke, 503-326-5122 sylvia.gercke@sba.gov

SMALL BUSINESS PERSON OF THE YEAR - 2010

U.S. Small Business Administration Portland District Office

Evaluation/Selection Criteria

Your competitiveness for this award among other nominees in Washington State, and ultimately among other state winners, will be based upon information provided in support of the following criteria:

- 1) **Staying power** – a substantiated history as an established business; including:
 - Number of years in business.
 - Sustained expansion, addition of territories, growth in square footage occupied.
 - Steady growth in net worth as evidenced by total assets less total liabilities on fiscal year end annual balance sheets **over three years.**
- 2) **Growth in number of employees** - a benchmark to judge the impact of the on the job market.
 - Sustained over a minimum of three years.
 - Increase over the three years must be in excesses of growth in Gross National Product.
- 3) **Increase in sales and/or unit volume** - an indication of continued growth over the last three years.
 - Consistent growth in net income as evidenced by fiscal year annual profit-and-loss statements for a minimum of three years.
- 4) **Current and past financial performance** - financial reports substantiate an improved financial position of the business.
 - Profit-and-loss statements for the last three years, reflecting sustained upward growth.
 - Balance sheets for the last three years, showing consistent increase in net worth and/or partners' return.
- 5) **Innovativeness of product or service offered** - an illustration of the creativity and imagination of the nominee.
 - Specific description of uniqueness of product or service.
 - Explanation of how product or service fits a niche not being adequately addressed by the competition.
- 6) **Response to adversity** - examples of problems faced in the nominee's business and the methods used to solve them, including:
 - Specific description of financial, physical, legal or other crisis.
 - Substantiation of the threat to the continuity of the business.
 - Defined actions taken by the nominee to resolve the crisis.
- 7) **Contributions to aid community-oriented projects** - evidence of the use of his/her personal time and resources, including:
 - Listing of specific contributions of money, time, or resources to charitable causes;
 - Membership in councils, boards, and clubs providing support and services to the community.

more on next page →

What information must the nomination package contain?

Nomination Package Checklist

Nominations must be typewritten on one side of 8 1/2" x 11" white stationery, collated and secured in a 1 1/2" binder. Incomplete packages will not be considered. All evaluation/selection criteria (above) must be **specifically** addressed. A complete package should also include, in the following order:

- ☐ 1. **A single cover page with —**
 - the nominee's full name, title, business and home addresses with telephone and fax numbers, and e-mail address if applicable;
 - the award for which the nomination is being made;
 - the nominator's name, title, place of business, business address and telephone number and e-mail address
 - type of SBA assistance received (e.g., loan, government contracting, SCORE, SBDC, WBC assistance, etc.);
 - a one-paragraph description of the nominee's business.
- ☐ 2. **A completed background form, SBA Form 3300, Award Nomination Form.** For "team" nominations for Small Business Person of the Year, a background form is required for **each team member**.
- ☐ 3. **An original 8" x 10" or 5" x 7" photo of the nominee;** or a digital photo – at least 300 dpi; **photocopies are not acceptable.**
- ☐ 4. **Four to five additional photos** of the nominee's company and employees at work.
- ☐ 5. **A nomination letter,** to include a concise statement of the qualities and performance that merit the award, not to exceed four pages.
- ☐ 6. **A brief biography of the nominee,** not exceeding one page.
- ☐ 7. **A business profile,** not exceeding one page.
- ☐ 8. **The nominee's financial statement —** including balance sheets, profit-and-loss statements and financial reports — not exceeding 12 pages, on 8 1/2" x 11" paper - for the last three years.
- ☐ 9. Any other supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the appropriateness of the nomination. Supporting documentation must not exceed 10 pages. Videos will not be considered.
- ☐ 10. **A completed SBA Form 2137, Award Nomination Consent Form.**
- ☐ 11. **Specific numbered responses to the above mentioned Evaluation/Selection Criteria (1-7).**